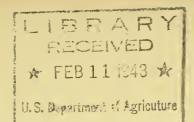
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CONSUMER TIME

R-80

Rubber Heel Prices

MEMINOPH: NBC

DATE: January 9, 1943

ODIGINATION: VRC

TIME: 12:15-12:30 PM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture and presented in cooperation with United States Government agencies working for consumers.

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1. SOIDITY: CASH REGISTER . . PINGS TICE . . CLOSE DRAVER. 2. MAN: (SIMPLY) . This is CONSUMER TIME. CLOSE REGISTER DRATER. That's your money buying food. WOIAN: 5. SOUND: CASH REGISTUR. 6. MAN: That 's your money paying for a home. CASH REGISTER. 7. SOUND: 8. TOMMI: That's your money buying clothes. PTAN: Buying you a living in wartime. 10. SOUND: CASH REGISTER . . CLOSE DRATER . . PAUSE.

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11. JOHN:

CONSUMER TIME is hore again.

12. FRYMI:

Presented by Consumers' Counsel, Food Distribution
Administration, Department of Agriculture.

13. JOUL:

And this is Johnny the Consumers' Reporter, bringing to you again ---

14. FULYAN:

(INTERRUPTING) Wait, Johnny!

15. JOIN:

Yes, Mrs. Freyman, what's the matter?

16. FREYIAN:

Listen, Johnny - can I tell my own story - start it, I mean? - please, Johnny.

17. JOHN:

Certainly, Mrs. Freyman. Ladies and Gentlemen,
Mrs. Freyman, our Consumer housewife, has a good
story which she told me the other day, and which
I believe every consumer should hear. Mrs. Freyman.

18. FREYMAN:

Thanks Johnny. Folks, my story actually happened in our little Maryland town the other day, and according to my neighbor, Marilla Jones, who told it to me, it began about like this:

19. SOUND:

SNEAK FROW UNDER PRECEDING SPENCH MAN HUMBING ITALIAN

AIR (O SOLE TO). TAP-TAP-TAP OF COBBLING MEATHER SOLE.

REPEATED TURNS: SHOP DOOR BELL CLOSES OFF MIKE:

TAP-TAP-TAP CONTINUES: HUTTING OF ITALIAN BREAKS OFF

WHEN DOOR CLOSES.

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20. TONY: (ON MIKE) Hey, Joe, here's some more shoes.

21. JOE: (ON MIKE IN BACK OF SHOP) O.K. Boss -- pretty soon I come.

22. SOUND: TAP-TAP-TAP OF CORBLER.

23. JOHES: Are you Tony, the Shoe repair man?

24. SOUND: TAP-TAP-TAP OF CORBLER CONTINUES IN SCINE.

25. TONY: Sure, that's me, Tony the Shoe Man.

26. SOUND: TAP-TAP OF CORBLING.

27. JONES: I'm Frs. Jones. I want rubber heels for these shoes.

28. SOME: TAP-TAP-TAP OF CORRLING.

29. TOIM: O. K. lady --- put 'em down on the counter.

30. JONES: I want to talk to you, Tony.

31. SOUND: TAP-TAP-TAP OF COBBLING.

32. TOIM: Talk? Ho! Tony too busy for talk now, lady.

Joe, come get these shoes, you hear?

33. Journe (OFT 'THE) Hokay, Boss, just a minute.

34. JONES: You're not too busy to talk to me, Tony.

35. SOUND: TAP-TAP-TAP OF CORBLING: FINAL TAP.

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36. TONY: (TO SELF) There now -- that's a good job. Now,

I smooth 'em off a bit, and that is the best shoe

job in the whole worl! (TONY BEXHUS TO SING "O

SOLE !TO")

37. SOUND: WHIRPING OF SHOE BUFFER MOTOR AND GEARS: TONY'S SINGING RISES IN VOLUME.

38. JOULS: (SHOUTING) Tony, do you hear me?

39. SOUND: SUDDEN IN REAST IN SHOE BUFFER SOUNDS FROM HERIS ON DEARY THE L.

40. JONES: (SHOUTING) Tony, you listen to me - before you start that job again, what about my shoes?

41. SOUND: SHOE BUFFUER DESCREASE TO NOTOR HUMBLING.

- 42. TONY: Th! Oh, sorry lady (CHUCKLING) Tony forget about you in his work. (SIGHING) That you want now, huh?

 Thosa shoes? Maybe, you worry about Joe, huh? Hokay —
 I call Joe. Joe!
- 43. JOE: (NHARER) Whatsamatter, Boss why you call so much?
- 44. TOMY: Come here! Get this lady's shoes so she can go!

 Hurry up!
- 45. JOE: Hokay. Justa minute, boss.
- 46. JON S: Tony, I will not move one step out of this shop until you talk to me about these shoes.

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- 47. TONY: Lady, Tony has no time for talking today look at that pile of shoes on the counter. No! Not today. Come tomorrow, huh? Goodbye, lady.
- 48. JON S: (QUIDTLY) Tony, I'll talk to you right now, or there's going to be trouble for you.
- 49. TOMY: Trouble? For Tony? That trouble?
- 50. JONES: Will you stop that work and talk now?
- 51. TOMY: (RESIGNED) Hokay, I stop my work ---
- 52. SOUID: SHOE RUPPER MOTOR TURNED OFF: DIES OUT.
- But Wr. Ives he won't get his shoes tonight, and he be plenty mad at Tony.
- 54. JOHES: Hot as mad as I'll be, Tony, if you don't answer my questions.
- 55. TONY: Hokay, lady. But, Mr. Iv.s. He is a good customer.

 Pays Tony muchada money some times.
- 56. JONUS: I can imagine that from the prices I see up there on your wall.
- 57. TONY: Prices? Oh, sure, shoe prices. Sure, Tony does good work, he gets good prices.

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58. JONUS: Your prices are a lot higher for rubber heels than the shop next door, Tony. And his prices are the

legal OPA prices.

59. That guy next door - he is no shoe man - rotten job, all the time, very rotten

job. and so he gets rotten prices! Hey, Joe!

60. JONES: (RAPIDLY) My sister says he does good work.

61. JOE: (COMMING IN) Hokay, Boss, what dya want, now?

67. TONY: Clean up the shoe machine - I have to talk to this customer. She thinks that guy next door is a cobbler!

68. JOE: Dat butcher? Huh!

69. TONY: Even Joe knows that one!

70. JONES:

Tony, I want to know what kind of heels I need on
these Cubans of mine (TWO HISSES! SHOES SIT ON COUNTER)
on these Junior wedges, (TWO HISSES SHOES SUT ON
COUNTER) and on these men's shoes. (HEN'S SHOES SET
ON COUNTER)

71. TONY:

O. K. You need good rubber heels, and Tony has the best ther is. Sure, lady! All right, Joe! you go back now and ——

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- 72. JONES: Wait, Tony, I want to know what kind of heels you're going to put on those shoes.
- 73. TONY: The best only the best you have heard of Tony the Shoe Man, No?
- 74. JONUS: Yes, I have, Tony that's why I came here I heard that you do good work, ---
- 75. TOWY: Oh, sure everybody knows Tony.
- 76. JON'S: But I've also heard that you charge too much.
- 77. TONY:

 Tony do good work Tony get good pay; if you don't like Tony's prices, you go next door he give you a better price.
- 78. JOMES: No, Tony, I don't want price bargains. I want good rubber heels at legal prices.
- 79. TOLY: Hokay lady, justa you try and get better heels than Tony's at better prices.
- 80. JONES: Tony, where did you post the ceiling prices?
- 81. TMY: My prices are up on the wall you saw them lady you said so yourself.
- 82. JON X: Yes, I saw them but those are your own shop prices Now where are the OPA ceiling prices? I don't see
 the OPA prices posted anywhere.

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- 83. TONY: I don't know nothin' about any OPA prices --- Te don't have two prices, lady.
- But OPA requires that you post the OPA ceiling prices in plain view in your shop so that we customers can see them.
- 85. TONY: Where you get that fish story? Why should Tony post somebody else's prices in his own shop?
- 86. JONES: That's the law now, Tony -- every shoe repair man must post the OPA cailing prices. Like this Tony -- Do you see this card? That's the Consumer Tips card with OPA prices on it. Here take it:
- 87. TONY: O. K. lady what I do with it?
- 88. JONES: Tony these prices on that card are the only legal prices and the highest prices OPA let's you charge.
- 89. TONY: Look -- Tony is so busy now why don't you come back tomorrow. Haybe we forget the whole thing, huh?
- 90. JONES:

 No we won't forget the whole thing, Tony. I'll come back for those shoes, but I won't pay your prices.
- 91. TONY: (SHORT LAUGH) Ho, Ho. You don't pay Tony's prices, you don't get your shoes back!
- 92. JONES: Oh, yes I will, Tony, that's the law now. I pay
 OPA ceiling prices and no more.

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93. TONY: (ANXIOUS LAUGH) Ho, Ho, you tell Tony fish tale, huh?

94. JOMES: No, Tony, this is very serious, for you anyway.

95. TONY:

O. K. lady, take your shoes away and leave Tony alone,

please -- here.

96. SOUND: SCRAPING UP OF SHOES OFF COUNTER.

97. TOMY: There, take your shoes, and now goodbyc, lady.

98. JONES: No, I'm leaving my shoes here.

99. SOUND: SHOES CASCADING ON TO COUNTER.

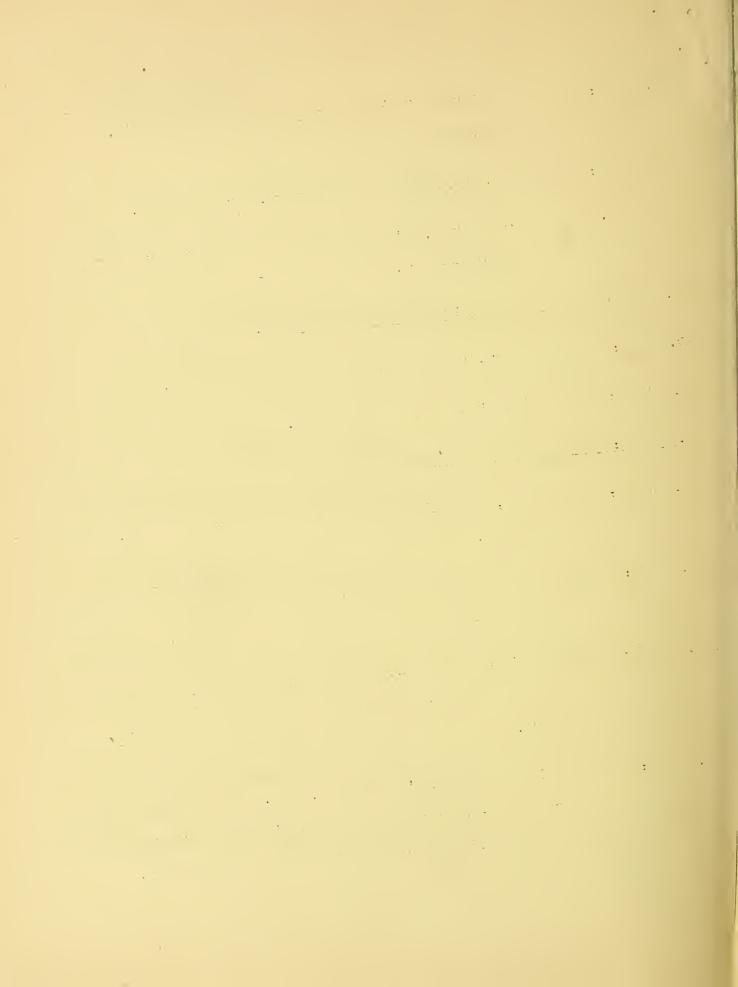
100. JONES: Tony, you can't charge your prices for rubber heels, anymore.

101. TONY: You mean Tony no can charge his own prices in his own shop?

102. JOMES: That's right Tony -- you and every other shop repair man in America must charge only OPA ceiling prices or less.

103. TONY: (SLOTLY) Tony don' understand, lady. Thissa free country — all mon free — shoe business, it free too.

How you explain that huh? Guess you guess wrong now, huh?



- 104. JONES: Tony, you're right, this is America, and that's why

 we have these OPA price ceilings. It's to make us free -
 to make this country a real democracy, not like Italy.
- 105. TOMY: How is Tony from in shoc business if he no can charge his own prices for his own work?
- 106. JOH'S: Look, Tony -- this is your shop isn't it?
- 107. TONY: No, Tony only runts here.
- 108. JONES: And you run your shop as you see fit don't you?
- 109. TONY: Sure, Tony's shop he runs it.
- 110. JONES: You can't do that in Italy. Tell me, Tony, do you pay too much rent here?
- 111. TOMY: Ho lady, Tony pay good rent -- not too much, not too little, either.
- 112. JONTS: Well, Tony do you know why it isn't too much rent here?
- 113. TONY: Sure, I do -- the landlord tried to raise it twice but they would not let him; all the tenants, they kick, and they get the law on him.
- 116. JONES: Yes, Tony, by the OPA lar on rent -- that's why you have good rental here -- OPA protects you.

3 () t in the second • • • 117. TONY: So?

118. JON S: And Tony do rou know why the man who sells you rubber heels to put on shoes can not charge you too much --- say a dollar a heel?

119. TONY: (IA UGHIN) No, No! — a dollar a heel! Tony no pay that much!

120. JONES: You'd have to pay it, Tony, if you couldn't get heels to sell at any other price — and that's what would happen if OPA didn't protect you by putting a ceiling price on goods sold to you.

121. TONY: So OPA helps Tony keep his shop huh? That's good thing lady.

122. JONES: Yes, Tony, OPA helps all of us all along the line, so we won't pay too much for everything we buy — and wo we all get our fair share of what there is, and no more. Do you see that now, Tony?

123. TONY: Oh, sure, Tony seesthat, all right.

124. JONES: You see, Tony, your prices are much higher than OP prices, and higher than a fair profit over prices you have to pay.

125. TONY: Fine thing! OPA in the shoe business! And cuttin' prices too!

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126. JONES:

No, Tony, OPA isn't in the shoe business and it isn't a repair shop -- it's the Government -- it just tells every repair man what prices he can charge in his shop. And that's fair to you because OPA tells the man who sells to you exactly how much he can charge you.

127. TONY:

OPA can tell Tony, too?

128. JONES:

Yes, Tony, and if you don't stick to those price ceilings they can shut up your shop, or give you a ten thousand dollar fine, and every customer you over charge can sue you for fifty dollars.

129. TONY:

Sue Tony! Ten thousand dollar fine! Joe!

130. JOE:

Yeah, Boss!

131. TONY:

Take our prices down.

132. JOE:

That you mean, boss?

133. TONY:

Tear down our prices -- quick too!

134. JOE:

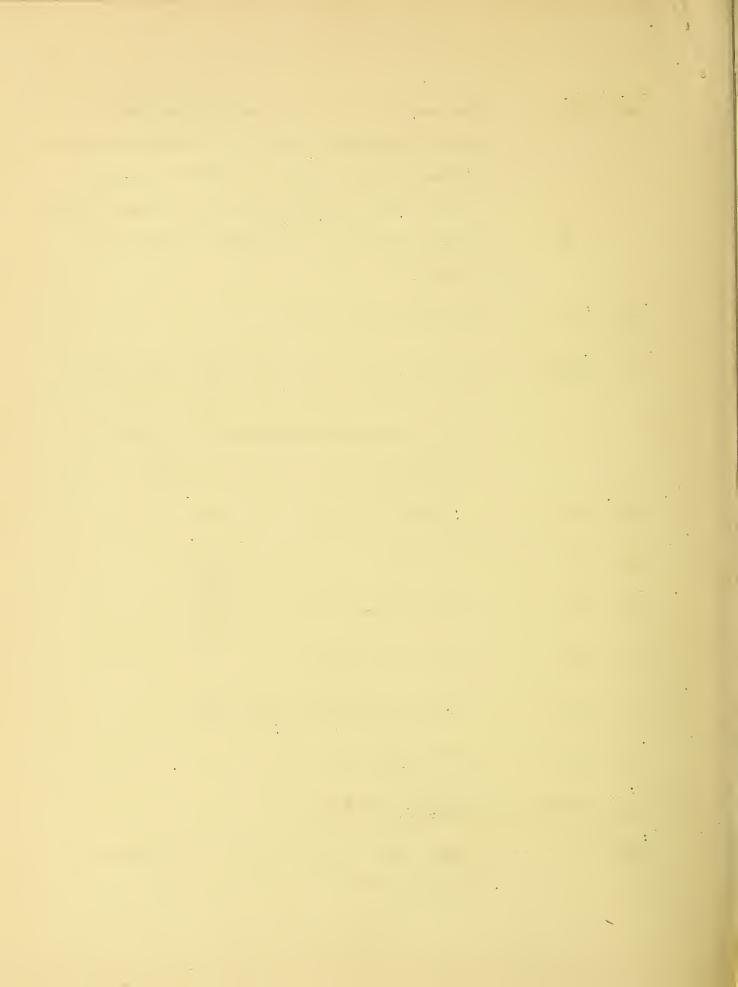
(OFF) Hokay, boss.

135. SOUND:

PAPER TORM OFF WALL.

136. TONY:

O. K., lady? That suit you now? Tony go back to work now, huh?



137. JONES: Not yet, Tony — where is your o ficial OPA poster of Ceiling Prices on Rubber Heels? There did you

put it?

- 138. TONY: How should I know? Besides, what do I care about them, now?
- 139. JOHES: Tony, were is that official OPA list of Ceiling Prices? Do you have it yet?
- 140. TONY: I don't know I threw it away with the other rubbish.
- 141. JONES: Well, you'd better find it Tony --- it's important rubbish for you just now.
- 142. JOE: (OFF) Her, boss there it is look, boss, under those shoes there.
- 143. TOMY: Oh, sure, I remember nov, laky, that's the one.
- 144. JONIS: Oh, thank you, Joe -- thy so it is --here, look

 Tony, let me pull this out -- (GRUNTS) -- it seems

 to stick a little, but I can wiggle it -- I think --
- 145. TONY: Look out, lady, look out -- that pile of shoes --
- 146. SOUTH: SHOES CASCADING TO FLOOR.
- 147. JOE: Sacramento!
- 148. JOHES: (SLIGHT "OH" OF DISTAY)

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149. TONY: Santa Maria! Look what you did! All over the floor!

150. JON'S: I'm sorry, Tony. They just fell, that's all.

151. TONY: Sure, they fell - you think shocs float in the air when you pull them off the counter? Joe ----

152. JOE: Yeah, boss ---

153. TONY: Pick up those shoes, and pile 'em up again on the counter.

154. JOE: Thy do I do that, Tony? You just a make her do it --

1.55. TONY: Hurry up, or I smack you down.

156. JOE: Hokay, boss.

157. JONTS: Tony, did you look at those prices in the OPA law?

158. TONY: Sure, I look at them — they don't look so good!.

And, that Victory heel, she no sound so good, to

Tony. Rum stuff!

159. JONES:

No, Tony, not "rum stuff." It's true, Victory Heels are made of old reclaimed rubber, of course, but that's the best we can get in wartime. We've got to save all the rubber we can, Tony, and ---

160. TONY: Sure, for victory -- Tony knows that!

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161. JONES: Yes, Tony, and you want to help win this war, don't you?

162. TONY: Sure, you bet, Tony good American -- get citizen paper nine-ten year now --

163. JOHES: But, look, Tony, Victory heels aren't so bad. Here let me take off this shoe — look, this heel is a Victory heel, Tony — not even the best grade, either....

V-2 — I've worn it every day for two months, now.

164. SOUND: FOOT SCUFFLE: SHOE SET ON COUNTER

165. JOMES: What do you think of that, Tony? -- Isn't that a good wearing heel? And that's to month's wear.

166. TONY: Let me see -- huh -- you say, you wear this a shoe heel for two months?

167. JOMES: Yes.

168. TONY: No! You don't wear it every day!

169. JONES: Almost every day, Tony.

170. TONY: Huh! Sure, lady. That's pretty good wear, for two months.

171. JONES: These V-marked Victory he is give very good wear Tony -course I buy the better V-1 and V-2 grades, but the
other two are all right for what some people want, and
way below your prices.

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172. TONY:

Joe!

173. JOE:

Yeah, boss.

174. TONY:

Take this sign, here, Joe, and put it up on that wall. This is an American shop — a Victory heel shop until we win the victory. Hurry up, Joe.

175. JOE:

Sure, boss ---

176. SOUID: MAILING UP OF OPA PRICE LIST ON WALL OFF MIKE.

177. JONES: That makes you a real American, Tony.

178. TONY: Thank you, lady. I think maybe I sell a lot of those V-l Victory heels from now on. Come in again, soon, lady, and we talk some more, what you say, huh?

179. JONES: All right, Tony; but remember just put V-2 heels on my shoes, not V-1's. And the name is Mrs. Jones, Tony.

180. TONY: (OFF) O. K. Mrs. Jones, I have heels ready for you

Thursday -- in the evening -- Goodbye, Mrs. Jones.

181. JONES: Goodbye, Tony, and you, too, Joe. Remember, this is a Victory Shop, and we're all fighting for the same Victory for all of us.

182. TONY: We remember, lady, thissa Victory shop to make America and all the worl' free again.

183. SOUND: OF SHOP DOOR BELL TINKIE AND SLAT OF DOOR NEAR LIKE.

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184. JOH LS: (LAUGHING DELIGHTEDLY)

(PAUSE)

185. FREYMAN: (LAUGHING IN WHYTHIN WITH JONES) Well, Mrs. Jones, you certainly won Tony over quick enough.

186. JOHN: That was a fine story, Mrs. Freyman; and Mrs. Jones,

I'm glad you were able to be here today and help

tell your own story.

Rubber heels are a good example of our topic today ---, the general problem of price ceilings on most of the things we buy in wartime.

187. JOHN: But look, Mrs. Freyman, we haven't much time left and we'll have to streamline my report a bit.

188. JONES: That's too bad, Johnny, I'm sure your report would be very interesting to us consumers.

189. FREYFAN: I know what we can do, Johnny.

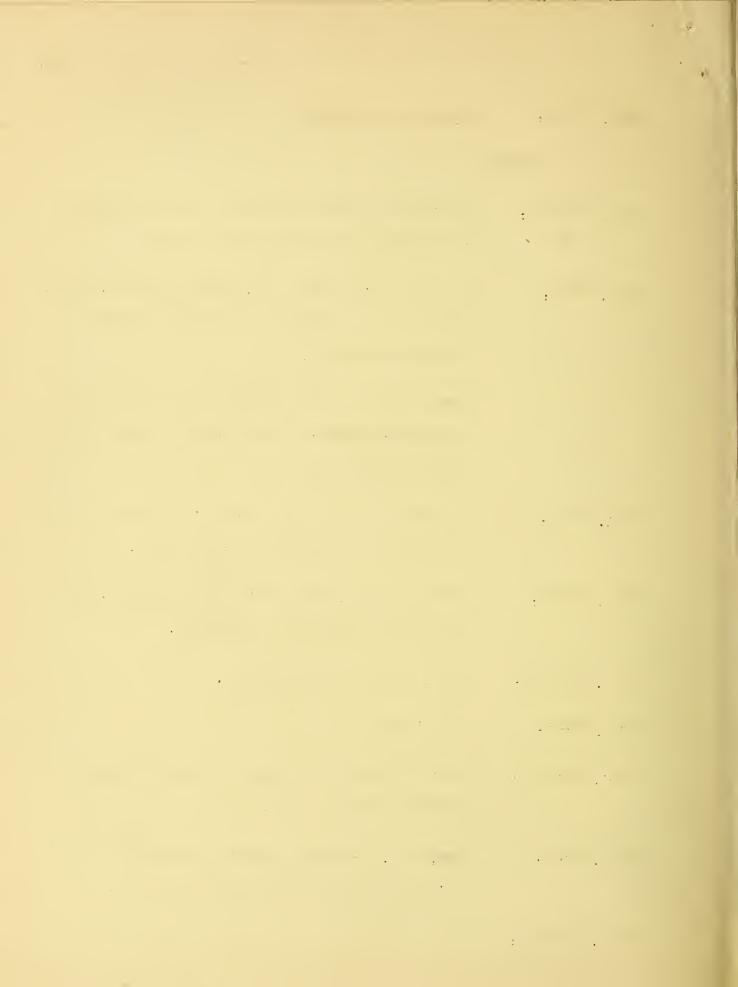
190. JOHN: What's that?

191. FREYMAN: We'll just put what you found out on the Consumer

Tips card for this week.

192. JOHN: Oh, sure, Mrs. Freyman, that's already done now --
I've got two Consumer Tips cards this time.

193. FREYMAN: Two!



194. JOHN:

Sure — I made one on Chiling Prices, so our listeners could have a pocketbook list of the highest prices that consumers can be asked to pay for Victory rubber hoels — the only kind that can be made in wartime. Then the housewife can have her own list to take with her when she goes to the shee repair shop.

195. FREMNAM:

Thy, that's wonderful, Johnny.

196. JOHES:

Johnny, that's the best thing I've heard of yet to help consumers get the benefit of OPA ceiling prices.

197. JOHN:

But my other Consumer Tips card tells when to get shoe heels repaired and why, and how to get the best heel bargains in wartime.

198. FREYMAN:

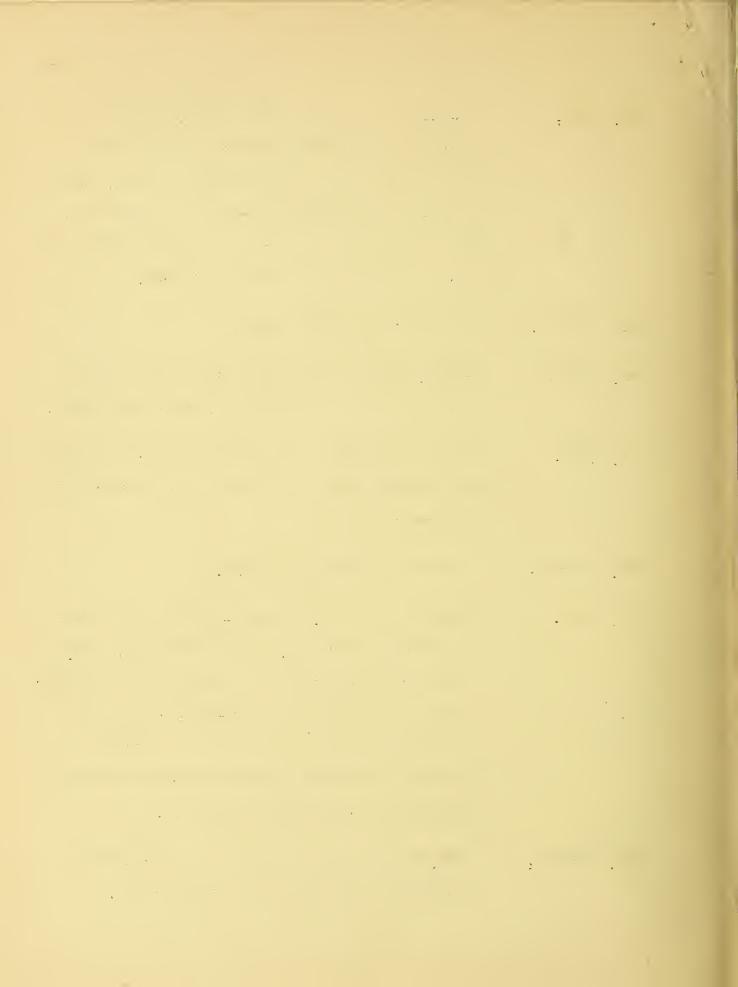
I want one of those too, Johnny.

199. JOHN:

You'll get one, 'mrs. Fr yman — so will every other housewife who writes in. And not only that, on this second Tip card I give all the dodges for overcharging consumers that some shoe repairmen — the chiseling minority, of course — employ to make an illegal profit out of this war. I tell our consumers what they should look for in buying rubber heels.

200. FREY AM:

Well, then, we don't need any more program, Johnny -- our listeners can write in for Consumer Tips.



201. JOHN:

Yes, and we can take a lesson from Mrs. Jones in your story, Mrs. Freyman. The most effective action to protect consumers is to do what Mrs. Jones did with Tony the Shoe Man — make your repair man post his OPA chiling prices if he hasn't already done so—and then refuse to pay more than the ceiling prices.

202. FREYMAN:

That's right, Johnny. But what were you telling me yesterday about a sales slip?

203. JOHN:

Oh yes, I almost forgot that. If you are overcharged, be sure to ask your repairmen for a sales slip.

Remember many shoe repairmen never have given a sales slip or receipt before. It is not the custom in this business, so you must ask for the sales slip. You'll need this evidence, if you complain to OPA about overpricing.

204. FREYNAN:

Yes, and not only that, Johnny. When consumers report violations of price callings to OPA for action, they should write out the facts, and enclose the sales slip with the letter to OPA -- is that right, Johnny?

205. JOHN:

That's right, Mrs. Freyman, they need the sales receipt for evidence and consumers should complain about being charged than the ceiling price, too. That goes for any article they buy. But in the case of rubber heels it's especially important to make the Government program work.

206.	FREYMAN:	Why is that, Johnny?
207.	JOHN:	Well, we've invited an expert from the Office of
		Price Administration to tell you this, Mrs. Frayman,
		an expert OPA on Price coilings and on rubber hool
		standards and here he is. Mr
000		
208.		Well, Johnny, there's involved here more than heels
		and more than merely protecting the individual purchaser.
		There's all this matter of grading. Do you realize
		that when these Victory heels were marked V-1, V-2,
		V-3, and V-4, according to wearing quality for each
		kind of hool, that mount a realization of a goal that
		consumers hav, been working for during the last 25 years.
209.	JOHN:	Do you mean grading of rubber heels?
210.		Not just grading rubber heels, Johnny compulsory
		grading of everything you buy. May, in case of rubber
		he: Is those four V-grades of the Victory heel actually
		take the place of no less than 96 separate brands which
		we had on the market before the war.
211.	FRIXIMA	Imagine trying to pich a good heel out of all those
		brands!

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212:	:	That's just the point, Mrs. Froyman. It can't be
_		done! And that is why consumers have a real stake
		in secing to it that this compulsory grading of
		Victory heals, actually works. This rubber heel
		regulation put out by OPA makes it possible for us
		for the first time to know exactly what kind of a
		heal we're getting for our money.
213.	JOHY:	So, when we buy by brand alone, or according to
		price alone, if houls are not graded by quality, we
		buy a pig in a poke.
214.	:	Yes, Johnny, and not always a very good standard
		pig wither, as we farmers can tell you.
215.	SOUND:	LAU HITER OF JOHNNY, JOHES, AND FREYMAN.
27.6	T175T375 66 8T	
216.	FREYMAN:	But you said before that not only rubber heels
		are involved, Mr I didn't understand
		that.
217.	:	I meant grading of all products, and particularly
		food products in the way that meat has been graded
		by the Agricultural Marketing Administration for
		some time now, and in the way that OPA is now
		specifying grades in their new regulations setting
		dollars and cents ceiling prices.

218. FTEY WH: Oh -- I didn't know that.

219. Yes, and did you know that OPA has announced that

ventually we will have dollars and cents ceiling

prices with definite grades for quality on most of
the food we buy?

220. FREYMAN: No, I didn't, Mr. ____. Though I did just hear the other day that OPA had pot butter and cheese, and oranges, and poultry under ceilings. That's fine for us consumers.

221. JOHN: Yeah - and Bananas, too, worse luch.

222. ____: Yes, Johnny, and that's only the beginning —
about ninety percent of our food budget will soon
be graded and priced for quality just as rubber
heels now are.

223. JOHN:

Thanks, Mr. _____. I see what you mean now.

Helping to make this grading and pricing system on rubber heels work will help consumers keep down the cost of living and make it that much easier to take best advantage of the same kind of food ceilings when we get them.

224. FRETAN: That's great news for consumer action!

225. JOHNY: Consumer Tips cards this week containing the ceiling prices of rubber heels ought to be just the thing to help us consumers do our bit for better shopping on the home front.



226.

That's right, Johnny, but don't forget to tell the listeners how to get those Consumer Tips cards.

227. JOHN:

Oh yes -- just write to the Consumers' Counsel, Department of Agriculture, Mashington, D. C.

228. FRIMIAN:

And when we write in, we still write out the call letters of our local radio station, and give our name and address for return of the Consumer Tips.

229. JOHN:

Yes — same as it always is, Ifrs. Freyman.

But let me repeat these directions, for the new
listeners. For your copy of Consumer Tip cards,

write to Consumers! Counsel, Department of Agriculture,

Washington, D. C. Ask for Consumer Tips on Victory

rubber heels, give your name and address, and the call

letters of your radio station and soon you also will

have these new consumer aids for keeping down the high

cost of living on the home front.

230. FREY! AN:

And for CONSUMER TIME, next week, we present.

231. JOHN:

Do you worry about getting enough canned fruits and vegetables in 1943? Do you know how to fill your pantry with canned goods and still be patriotic? And how to have all the canned food you can eat and still keep your ration card?

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232. FREY AN:

Next week, CONSUER TIME will tell you of one woman who cannot nearly a thousand quarts of food last year -- and you will learn how and where she got her fruits and vegetables, if you listen to:

233. ANHOUNCER:

CONSUER THE presented by your Consumers! Counsel of the Food Distribution Administration, Department of Agriculture in cooperation with other Government agencies working for consumers.

Heard on today's program were Nell Floming, Ken Banghart, Joe Conrad, Evelyn Freyman, and Larry Beckerman.

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